

WHAT IS CLAIMED IS:

1. A method for issuing a label, comprising:

feeding a first label sheet comprising a support and a
thermosensitive adhesive layer located overlying one side of
5 the support, wherein the first label sheet has a timing mark
on the thermosensitive adhesive layer;

detecting the timing mark; and

cutting or semi-cutting the first label sheet to produce
a second label sheet,

10 wherein the timing mark is present at a position other
than corners of the second label sheet, and wherein a ratio of
an area of the timing mark to an area of the second label sheet
is from 0.5 to 35 %.

15 2. The method according to Claim 1, wherein an outer edge
of the timing mark is apart from an outer edge of the
thermosensitive adhesive layer of the second label sheet.

20 3. The method according to Claim 2, wherein the outer edge
of the timing mark is at least 5 mm apart from a nearest outer
edge of the adhesive layer.

25 4. The method according to Claim 3, wherein the outer edge
of the timing mark is at least 5 mm apart from a nearest side
edge of the thermosensitive adhesive layer.

5. The method according to Claim 1, wherein a

thermosensitive recording layer is formed overlying the other side of the support.

6. The method according to Claim 5, further comprising:
5 heating the thermosensitive recording layer to record an image thereon before detecting the timing mark.

7. The method according to Claim 5, further comprising:
heating the thermosensitive recording layer to record an
10 image thereon after detecting the timing mark and before cutting or semi-cutting the first label sheet.

8. The method according to Claim 1, further comprising:
heating the thermosensitive adhesive layer to activate
15 the thermosensitive adhesive layer after cutting or semi-cutting the first label sheet.

9. The method according to Claim 1, wherein the timing mark is printed on the thermosensitive adhesive layer using at
20 least one of ultraviolet crosslinking inks and electron beam crosslinking inks.

10. The method according to Claim 1, wherein the thermosensitive adhesive layer comprises a silicone-modified
25 thermoplastic resin and a solid plasticizer.

11. The method according to Claim 1, wherein a difference

in light reflectivity between a timing mark area and a non-mark area is not less than 45 % in a wavelength range of from 880 nm to 920 nm.

5 12. The method according to Claim 1, wherein the timing mark comprises a near-infrared absorbing colorant having an absorption property such that a maximum absorption peak is present at a wavelength of from 800 to 1000 nm.

10 13. The method according to Claim 12, wherein the near-infrared absorbing colorant is selected from the group consisting of polymethine dyes, squarilium dyes, dithiol metal complexes, dithiolene complexes, aminium dyes, imonium dyes, and phthalocyanines.

15 14. The method according to Claim 11, wherein the timing mark comprises a white pigment having an absorption at a wavelength of from 880 to 920 nm.

20 15. The method according to Claim 14, wherein the white pigment is preferably selected from the group consisting of electroconductive zinc oxide, electroconductive titanium oxide, electroconductive tin oxide, and electroconductive indium oxide.

25 16. A label issued by the method according to Claim 1.